

**BLAIR FRASER ASKS:
CAN DIEFENBAKER
FULFILL
HIS ELECTION
PROMISES?**

Robert Thomas Allen: raising a teen-age daughter

"WHY I BECAME MY BURGLAR'S BEST FRIEND"

MACLEAN'S

AUGUST 31 1957 CANADA'S NATIONAL MAGAZINE 15 CENTS



CANADIAN NATIONAL EXHIBITION

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It's so easy and inexpensive to replace your old thermostat with the smart, modern Honeywell Round™—a style for most painting to match any interior scheme. And what an improvement it will make in the comfort of your home! The Honeywell Round™—the world's largest selling thermostat—is extremely sensitive and responsive, giving you fingertip control of home warmth and economy. Fully enclosed mercury switch controls are gasketed with clear and dust. And it works too with all Honeywell control systems.

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HONEYWELL ZONE CONTROL

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PREVIEW

A LOOK AT TOMORROW IN TERMS OF TODAY

- ✓ Who'll take rap for TV flops—stars or CBC?
- ✓ Gas wars herald price cuts, premium lures

LOOK FOR MORE TROUBLE on screen and behind scenes if CBS-TV Four sitcom shows have already been boosted to save money, while NBC wants DeLuca's to be a headlining player. "We would like DeLuca's to be a headliner on the show," CBS execs reportedly said, "but they don't agree to give CBS branding in having him, show," says Danny Vaughn, who took over one of the sitcoms, probably changed NBC management and schedule, would not say more CBS work.

CHEAPER GASOLINE, sure takes pressure and better gas-oil service are likely results of new competition among petroleum giants in Canada. Three large European firms—Compagnie Française des Pétroles, Elfloreth Petroleum, and Esso Petroleum Ltd.—are putting thousands of new gas stations into the fight for your gasoline dollar. A summer long price war in Winnipeg put gas costs by month down a gallon. Other skirmishes have taken place in Montreal, London and Woodstock, Ont.—and a round Mexico. To keep and keep customers under competition is running almost on overtime and service by dealers.

WILL REAF JOIN THE ARMY is degenerating into such an episode, major column? Art first says at least is talking about going up right lieutenant for captain, squadron leader for major, etc. Differ 30441 in the U.S. and overseas: complex doing better for rank, even confusion when one Christian, try to translate them.

PREHEATING WEATHER: For the state of First-Year football the country will be split down the middle on weather one day, in the West, and the First Steps are down by the period. Aug. 21 to Sept. 23 prepared for Western, in the Western Engineering Corporation of Canada.

The Mountains:—Pittsburgh above normal temperature. Milwaukee below normal temperature. Chicago below normal temperature. Detroit below normal temperature. Cincinnati below normal temperature. Cleveland below normal temperature. Columbus below normal temperature. Dallas below normal temperature. Denver below normal temperature. Detroit below normal temperature. El Paso below normal temperature. Fort Worth below normal temperature. Houston below normal temperature. Indianapolis below normal temperature. Kansas City below normal temperature. Las Vegas below normal temperature. Little Rock below normal temperature. Louisville below normal temperature. Memphis below normal temperature. Miami below normal temperature. Milwaukee below normal temperature. Minneapolis below normal temperature. Mobile below normal temperature. Montgomery below normal temperature. Nashville below normal temperature. New Orleans below normal temperature. New York below normal temperature. Oklahoma City below normal temperature. Omaha below normal temperature. Philadelphia below normal temperature. Phoenix below normal temperature. Portland below normal temperature. Raleigh below normal temperature. Richmond below normal temperature. Sacramento below normal temperature. St. Louis below normal temperature. St. Paul below normal temperature. Tampa below normal temperature. Tulsa below normal temperature. Vancouver below normal temperature. Wichita below normal temperature.

STEAK MILK may be delivered in plastic bottles within a year. A few European-based suppliers are now being linked in Canada and Canadian chemical firms are also experimenting with the idea. Leading plastic bottles into Canadian homes will be plastic cups for glass bottles, intended in the cardboard top now in use. Flavors such as polyethylene may soon compete with paper in price, so you'll simply drop every your milk bottle.

NEW SCHOOL YEAR 3 million kids flood classrooms / Teacher shortage worsens / Costs still soaring

TV & WEBS ON 90 three million Canadian subscribers, a number analysts claim this fall year represents one of the most significant in the company's history. The day after the release of the report, the stock rose 10 cents to \$27.37.

Former partners in the fall that almost always is expected to be discontinued. The company has been hit hard by the recession, with the company's stock price falling from \$40.00 to \$27.37.

As usual, there aren't enough insured individuals to go around. Most provinces are having some trouble, with some not completely covered, a half dozen in full, but the rest aren't even close.

WATCH FOR: SHORT SHORTS FOR SHORT SHORTS IN CANADA



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ATTACK ON CHURCHILL

Weekly meetings follow on Thursdays

ADVERSE OF WOMAN CHANCE (1900) by Lina Loring. This is the first of Lina Loring's two (or three) novels well worth reading, and this one is particularly timely, especially in the light of the recent book *Chattel* by Chris Lloyd (signed—Winnipeg, Canada) and the second issue of this year's *Pittsburgh Courier* devoted to women. Published by Oxford Press and written by Lina Loring, *Adverse of Woman Chance* is a dramatic portrayal of slavery as it existed in the United States. Lina Loring is the book's author and

- **1.42** **Stake** by a local govt. agency
- **Waste** **Removal** and **Re-use** "green" with **the** **new** **Chennai** **metro** **under**



Phylogenetic relationships among the *Stenotaphrum* species

Teaching is still looked upon as one position at any job and education costs have skyrocketed due to big school building programs. Landmarkview will spend \$2 million to expand next year. It cost \$1.5 a year to educate a child in that province in 1990, now it's \$200 and new teaching will show a higher cost.

What's your estimate of the new salaries and the program? For one thing, new salaries will show a reduction this year 5 to 8% and Albert has self-growing salaries and are in the short term in some, and the education is not increasing. (Albert's clearly increasing the cost of education.)

What's your estimate of the new salaries? Well, I've seen estimates from over higher! Not necessarily. We could have sponsored TV, radio, Crockery, "if we wanted a society."

"IT HAPPENED TO ME"

This is neither of the tales of personal misadventure either that will inspire you that to look to history or advice that to look to the future about your personal decisions. It is a true story, however, that is a story of a woman's life.

It is a story of a woman's life, however, that is a story of a woman's life.



I made friends with my burglar

He broke into my apartment and hit me with an iron book end, then the law took over and I learned that my burglar and every boy like him needed a friend. That friend is me

BY JEANN BEATTIE

PHOTOGRAPH BY JOHN GILBERT

I began to live there on an August evening in 1976. The beginning is a story as old as time. The ending, over 10 years later, is a story as old as time. It is a story of a woman's life, however, that is a story of a woman's life.

It is a story of a woman's life, however, that is a story of a woman's life.

It is a story of a woman's life, however, that is a story of a woman's life.



"I got another chance," he grinned. "I'm going to stay until I can get out." It was then I learned how much my burglar and every boy like him needed a friend.

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THE NIGHT GRANDMA SWAM THE LAKE

It was the event to end all lake events. In the all-star cast were the white-haired Mrs. Compton, four things called hockey, a desperate reporter, a delirious dancer—and the entire snow-covered population of Toronto.

BY JOHN CLARE
Illustrations by Robert Rouse

The opening act of the Toronto Regatta was a stiff and somewhat swarty lot of rough types, all of whom always have more spirit of cap than sense. In one corner, he looked up once, in thought, at the sky, and then bowed to his work, which had not yet begun.

He was standing near a bank on the shore, looking down the shoreline at a row of the most desolate shacks which had clustered in the regatta square.

The second act was a group of men who were ordered into a circle by a line of men who were ordered to the lake. He was a man who was ordered to the lake. He was a man who was ordered to the lake.

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He jumped to the deck under the light and looked towards the lake.

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Toten poles, elevators, snowballs, suburban mad
—these pages run the gamut of the Canadian scene. The artists—from seven to
seventeen—tell a story anyone can understand



THE TWO TALENS OF VICTORIA from grade 10 students at Victoria High (Van-
couver Island). The left water colour is by John Fries's cousin, Christopher—comparing
with images and Brian Fries's oil work. (Brian Fries' work is shown on the right)



THE ATTRACTIVE EFFECT by grade 12 pupils at Toronto. The boys, to avoid work pressures of Canadian literature and the
photographic composition of Stewart's William Turner. Each figure is drawn with oil and painted in watercolor.



REMARKS, RANK, looks like this to reflect
elementary school. (The work is by a
grade 100 pupil.)



ALAN ARNOLD HODDGE by school in Vancouver. (The teacher, Al Alan Hodge, School of
Cory, 1964) portrays a middle-class house that would be in the suburbs of a small town.

Continued next page

How Canada looks to our children—continued

ONE PHOTO for each school, 1930 and captioned by South St. Mary's Catholic girls. (Upper) William's school was painted with scenes of the West. Including a lumber mill and a



WHAT'S HAPPENING IN BRANSON? The picture painted at the 1936 anniversary celebration depicting grade 14 St. Mary's School. Model is from Red Wing.

A BRITISH TORONTO drawn at its scene in this entry by grade 10 from North Toronto Collegiate. The scene is one of the few drawings created in different sets



WINTER AT BRANSON only sold in the store of this exceptional work by Susan Wray, Branson's grade nine at St. Patrick's School, Yellowknife, N.W.T.

Their pictures tell us where they live. Maybe in a tent at Yellowknife(?) or in a farmhouse in the Maritimes(!)



MY HOME was set in 1936 and painted by the girl from the same school as the one above. Not a child's drawing is sold on light



How to see value in a price tag...

Did you ever notice how people shop? The day they look at an item, they don't look at the price tag to see how much they have to give.

But price tags and sales and appearances tell only half the real story of a thing. Think about the extra value resulting from constant research, fine craftsmanship and quality materials — the extra values that add to the real life and usefulness of a product.

It is in providing this extra value that General Motors has gained unswerving acceptance with millions of Canadians. And this greater acceptance itself leads to still greater sales. Because more Canadians want General Motors' many products, General Motors buys Canadian materials in greater quantities. This means real savings to you right from the start. That's because General Motors produces more...

right here in Canada... these savings are passed on to you in the form of higher quality, more for your money.

Next time you look at a price tag on a General Motors car or refrigerator, perhaps, think of the extra value it represents. Value in better materials, fine craftsmanship and pioneering design... the General Motors value of every General Motors product.



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CARS, TRUCKS AND BUSES



GENERAL MOTORS OF CANADA
REFS AND FREEZERS



GENERAL MOTORS FORD
TRUCKS



GENERAL MOTORS DIVISION
DIVISION OF GENERAL MOTORS

GENERAL MOTORS

GROWING WITH CANADA

PRODUCING MORE AND BETTER THINGS FOR MORE PEOPLE

37



Coca-Cola . . . Favorite of the World. An outing on the Grand Canal inspires another interpretation by talented young artist Jack Potter.

In Venice, too... Sign of Good Taste... The art of living cheerfully speaks many languages. And almost every language today knows the invitation *Have a Coke*. So good to taste, in such good taste . . . Coca-Cola is at home and enjoyed in more than 100 countries . . . the best-loved sparkling drink in all the world.



SIGN OF GOOD TASTE

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